

इक्ष्मि

Bi-annual Newsletter
Issue 1- ii
Academic Year 2019-20



VET Institute of Arts and Science

(Co-education) College

An institution run by Vellalar Educational Trust
Affiliated to Bharathiar University
Thindal, Erode- 638012



CELEBRATIONS



Medha'20, Talent Show, was conducted on 11 January 2020. The stage was a perfect platform for students to break out from their shells and exhibit their skills.



Pongal celebrations for the year 2020 were held in the campus on 13 January 2020. Various competitions were conducted for the students.



Republic Day was observed in the campus on 26 January 2020. The National Flag was hoisted and the members of faculty and students undertook the national pledge.



Drithi, College Day, and International Women's Day were jointly celebrated on 7 March 2020. Mrs. Sonali Pradeep, Mrs. India Universe Earth 2019 was the Chief Guest.



Vidyuthi, Sports Day, was held on 7 March 2020. The overall championship was bagged by team Agni and the winners of all sports were awarded.

DEPARTMENT OF TAMIL



The 130th birth anniversary of Mahakavi Bharathiar was observed with a lecture on *Tamil Arivu Soolal - Bharathi Yuham* by Dr. Sathish Kumar S., Head, Department of Tamil, Bharathidasan Arts & Science College, Erode on 11 December 2019.



Various art and literary competitions were conducted on 9 January 2020 on the theme: Pongal.



International Mother Tongue Day & UV Swaminathar's birthday were jointly observed and celebrated on 21 February 2020 with Dr. Manikka Boopathi V., Assistant Professor of Tamil, Bharathidasan College of Arts and Science, Erode as the Chief Guest. He delivered a lecture on *Tamil Pathippu Varalaatril UV Swaminathar*.

DEPARTMENT OF ENGLISH



A two day workshop on **Transnationalism and Transactional English** was conducted by Dr. Kannamal S., Rtd. Associate Professor and Head, Vellalar College for Women, Erode as the resource person on 7 & 8 January 2020.



A three day extension lecture on **History of English Language and Literature** was conducted by Dr. Kannamal S., Rtd. Associate Professor and Head, Vellalar College for Women, Erode & Head, Mindful Steps, Coimbatore between 19 & 21 February, 2020.

Literati, the association of the Department of English, had its valediction on 4 March 2020. Dr. Malliga Ramamsamy, Rtd. Associate Professor and Head, Vellalar College for Women, Erode delivered a lecture on **Aspire to Inspire**.

DEPARTMENT OF MATHEMATICS



Unite @ Velmath, an inter-college competition, was conducted in collaboration with the Department of Mathematics CA, Vellalar College for Women, Erode on 7 January 2020. Dr. S. Karthigayan, Head, Department of Mathematics, Erode Arts and Science College, Erode was the Chief Guest.

Ameya, the association of the Department of Mathematics, had its valediction on 4 March 2020. Dr. K K Mythili, Associate Professor & Head, Department of Mathematics CA, Vellalar College for Women, Erode was the guest and she delivered a lecture on **Statistical Theory: A Bird's Eye View**.



A guest lecture on **Social Changes in India** was conducted by Dr. Jeyaseelan M., Assistant Professor of Sociology, Periyar University, Salem on 18 December 2019.



A guest Lecture on **Theoretical Perspectives in Sociology** was delivered by Dr. Venkatachalam C., Ret. Professor & Head, Department of Sociology, Periyar University, Salem on 23 January 2020.

SALS, the association of the Department of Sociology, had its valediction on 3 March 2020. Dr. Jeyanthi M., Psychologist, Central Prison, Madurai was the guest and she delivered a lecture on **Attitudes and Behaviour**.



A one day workshop on **Emerging Challenges in Learning and Teaching** was conducted on 12 February 2020. Three sessions took place. Dr. Sampath Kumar S., Professor & Head, Department of Sociology & Population Studies, Bharathiar University handled a session on **Effective Presentation Skills for Social Mobilisation**; Dr. Lovelina Little Flower F. X., Professor and Head, Department of Social Work, Bharathiar University handled a session on **Education and Youth - Path to Social Responsibility** and; Dr. Janardhana Kumar Reddy P., Associate Professor, Department of Education, Bharathiar University handled a session on **Transformation of Trends in Teaching and Learning Processes**.

DEPARTMENT OF COMMERCE



A guest lecture on **CA Scope** was delivered by CA Ganesh K. A. and CA Ramya R. on 12 December 2019.



A guest lecture on **Transformation and Memory Techniques** was delivered by Dr. Krishnamoorthy V., Associate Professor, Department of Management Studies, Kongu Engineering College, Erode on 19 December 2019.



A guest lecture on **Academic Integrity in Students' Career: The Fundamental Principles** was delivered by Dr. Thirumal Raman, Senior Lecturer-IBS University, Adjunct Faculty, Southern Cross University, Papua New Guinea on 9 January 2020.



A one day National level Conference on **Impact of Mudra Scheme on Micro, Small and Medium Enterprises** was organized on 24 January 2020. Dr. Sridharan A., Professor, School of Business Studies & Social Sciences, Christ University, Bengaluru was the chief guest. Dr. Deepansa S., Senior Manager, IOB, Perundurai, Erode was the resource person. Dr. Senthilvelmurugan J., Associate Professor of Management Studies, PRIMS, Salem and Dr. Jaganathan A. T., Associate Professor of Business Administration, Vivekanandha Arts & Science College for Women, Salem handled the technical sessions.

Dravya, the association of the Department of Commerce, had its valediction along with a guest lecture by Dr. Shobana V. K., Rtd. Associate Professor of Commerce, Vellalar College for Women, Erode on 3 March 2020. She addressed on **Accounts in Partnership Firms**.

OUT BOUND TRAINING

An outbound training programme on **Holistic Living and Education** was organised for the students between 4 & 6 December 2019 at Chinmaya Gardens, Coimbatore.



CLUB ACTIVITIES



An orientation programme on **Rotaract** was conducted by Mr. Rajendran, President and Mr. Manickam P., Zonal Rotaract Secretary, Rotaract of Erode Mid Town on 20 December 2019.



The members of faculty and students observed **Martyr's Day** on 30 January 2020 by undertaking a pledge, as per the intimation from Bharathiar University.



National Voters' Day was observed with a special lecture on **Electoral Literacy for Stronger Democracy** by Dr. Karthikeyan Parthasarathy, Associate Professor of Management, Kongu Engineering College, Erode on 25 January 2020.



An awareness lecture on **COVID-19** was delivered by Dr. Sangeetha K., MBBS, MD (Pathology), Assistant Professor, Kirupananda Variyar Vinayaka Mission's Medical College & Hospitals, Salem on 10 February 2020.



Founders' Day was observed by the YRC and NSS of VETIAS in collaboration with the RRC, YRC, NSS of Vellalar College for Women, Erode and Vivekanandha Blood Donors Club jointly organising a **Blood Donation Camp** on 19 February 2020.



YRC and NSS in collaboration with Green Trends Unisex Hair Style Salon organised **Shair**, a hair donation drive on 27 February 2020 as an initiative to offer wigs to under privileged cancer patients.

PUBLICATIONS



The first issues of **Sakshi** (English) and **Saakshiyam** (Tamil), the bi-annual newsletter were released by Thiru S.D. Chandrasekar and was received by Dr. Sridharan A., Professor, School of Business Studies & Social Sciences, Christ University, Bengaluru on 24 January 2020.



The first issue of **Mindroid**, the annual college magazine, was released by Thiru. S.D. Chandrasekar, and was received by Mrs. Sonali Pradeep, Mrs. India Universe Earth 2019 on 7 March 2020.

Ms. Arthi Bala, Psychotherapist, Soul Talk, Canada delivered a session on **Managing Stress and Emotional & Mental Well-Being during the COVID-19 Crisis for Educators** on 27 April 2020.

Total Registration: 2001
Total Participants: 250
Platform: Google Meet

Dr. Narasima Venkatesh A., Associate Professor of HRM, RV Institute of Management, Bengaluru delivered a Faculty Development Webinar on **Industry 4.0: The New Normal** on 1 May 2020.

Total Registration: Limited to 650
Total Participants: 250
Platform: Google Meet

Mr. Ajeesh Venugopalan, Chief Marketing Officer, Relevance Lab, Bengaluru delivered a Faculty Development Webinar on **Bridging the gap for Real-world Marketing: Industry vs Academia** on 2 May 2020.

Total Registration: Limited to 288
Total Participants: 185
Platform: Google Meet

Ms. Kaviya K., Assistant Professor of English, VET Institute of Arts and Science, Erode delivered a Faculty Development Webinar on **Google Meet: 101** on 8 May 2020.

Total Registration: Limited to 500
Total Participants: 250
Platform: Google Meet

Dr. Acharyulu GVRK, Professor of Management, University of Hyderabad, Hyderabad delivered a Faculty Development Webinar on **Supply Chain Management during a Pandemic** on 9 May 2020.

Total Registration: Limited to 351
Total Participants: 250
Platform: Google Meet

Mr. Ajeesh Venugopalan, Chief Marketing Officer, Relevance Lab, Bengaluru delivered a Student Development Webinar on **Brand Positioning and Co-branding with Alliances** on 10 May 2020.

Total Registration: Limited to 256
Total Participants: 91
Platform: Google Meet

Mr. Midhun Chakravarthy S., MA Sociology, Loyola College, Chennai delivered a Student Development Webinar on **Opportunities and Challenges for India amidst COVID-19** on 11 May 2020.

Total Registration: 200
Total Participants: 180
Platform: Google Meet

Mr. Deenadayalan, Researcher, Canada delivered a Faculty Development Webinar on **Tamil Sollakkam** on 13 May 2020.

Total Registration: 200
Total Participants: 155
Platform: Google Meet

Dr. Aarthi D., Assistant Professor of Management Studies, Velalar College of Engineering and Technology, Erode delivered a Student Development Webinar on **Script your Success** on 13 May 2020.

Total Registration: 50
Total Participants: 42
Platform: Google Meet

Dr. Mrinalini S., PDF in Sociology delivered a Student Development Webinar on **Covid 19 and its Impacts** on 15 May 2020.

Total Registration: 50
Total Participants: 46
Platform: Google Meet

Dr. Cynthia Menezes, Professor of MBA, Bangalore University, Bengaluru delivered a Faculty Development Webinar on **The COVID-19 Footprint on International Business** on 16 May 2020.

Total Registration: Limited to 250
Total Participants: 216
Platform: Google Meet

Mr. Dineswaran M., Assistant Professor of Tamil, VET Institute of Arts and Science, Erode delivered a Student Development Webinar on **Tharkaala Tamil Mozhi Nutpaviyal** on 18 May 2020.

Total Registration: 100
Total Participants: 73
Platform: Google Meet

Ms. Thernika R., Psychological Counsellor, VET Institute of Arts and Science, Erode delivered a Student Development Webinar on **Drive your Desire** on 21 May 2020.

Total Registration: 100
Total Participants: 62
Platform: Google Meet

Dr. Jaspreet Ahluwalia, Group HR Head, KBPL (Coca Cola) delivered a Faculty Development Programme on **The Role of Pedagogy in Developing Life Skills to Enhance Employability** on 24 May 2020.

Total Registration: 300
Total Participants: 285
Platform: Google Meet

Ms. Sarikaa M., Assistant Professor of English, VET Institute of Arts and Science, Erode delivered a Student Development Webinar on **To Speak, or Not to Speak!** on 27 May 2020.

Total Registration: 60
Total Participants: 50
Platform: Google Meet

Dr. Murugesan M., Assistant Professor of Tamil, Aringar Anna Government Arts College, Attur delivered a Student Development Webinar on **Kaalamelanmayum Seyalthiranum** on 31 May 2020.

Total Registration: 150
Total Participants: 128
Platform: Google Meet